WHAT IS CLAIMED IS:

1.  A program guiding apparatus comprising:

a storing device for storing program information including a category to which a program belongs;

5   a display priority setting device for setting a display priority level for displaying a program cell corresponding to said category;

a display mode setting device for setting a display mode for displaying said program cell corresponding to said category; and

a generating device for generating a program guide in which a

10  plurality of program cells are arranged two-dimensionally based on said display priority level, said display mode, and said program information.

2.  The program guiding apparatus according to claim 1, further comprising:

15  a displaying device for displaying said generated program guide on a two-dimensional screen;

an accepting device for accepting a selection of one of said plurality of program cells arranged on said displayed program guide; and

a generating device for generating an information display screen in

20  a display mode related to said display mode for displaying said selected program cell and displaying predetermined information related to said selected program cell in said information display screen.

3.  The program guiding apparatus according to claim 2, wherein said

predetermined information includes program information corresponding to said program cell.

4. The program guiding apparatus according to claim 1, further comprising:

a displaying device for displaying said generated program guide on a two-dimensional screen;

an accepting device for accepting a designation of an area including at least one program cell on said displayed program guide; and

a displaying device for displaying information based on a predetermined attribute related to at least one program corresponding to at least one program cell included in said designated predetermined area.

5. The program guiding apparatus according to claim 1, further comprising:

a displaying device for displaying said generated program guide on a two-dimensional screen;

an accepting device for accepting a designation of an area including at least one program cell on said displayed program guide; and

a collecting device for collecting statistics on a predetermined program attribute for at least one program corresponding to said at

least one program cell included in said designated area.

6.   The program guiding apparatus according to claim 5, wherein said collected statistics are displayed on said program guide.

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7.   The program guiding apparatus according to claim 1, further comprising:

a displaying device for displaying said generated program guide on a two-dimensional screen; and

10   a search device for searching for an area in which a predetermined program attribute satisfies a predetermined condition, in said program guide, and indicating said searched area in said program guide.

8.   The program guiding apparatus according to claim 7, further
15   comprising:

an accepting device for accepting a direction to move said searched area, wherein

said search device searches for another area in which said predetermined program attribute satisfies said predetermined condition,
20   other than said previously searched area, every time said search device accepts said direction to move the area.

9.   The program guiding apparatus according to claim 1, wherein said display priority level is automatically set based on a history by a user.

10. The program guiding apparatus according to claim 1, wherein said display priority level is set by a user.

5    11. The program guiding apparatus according to claim 1, wherein said display mode includes a shape, a pattern, or a color of a program cell, or combinations thereof.

12. The program guiding apparatus according to claim 1, wherein
10  there are a plurality of categories, and wherein further said display priority level and said display mode are set for each of said plurality of categories to display program cells corresponding to said each of said plurality of categories.

15  13. A program guiding method comprising the processes of:

storing program information including a category to which a program belongs;

setting a display priority level for displaying a program cell corresponding to said category;

20  setting a display mode for displaying said program cell corresponding to said category; and

generating a program guide in which a plurality of program cells are arranged two-dimensionally based on said display priority level, said display mode, and said program information.

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